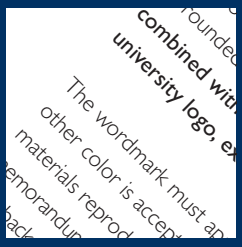
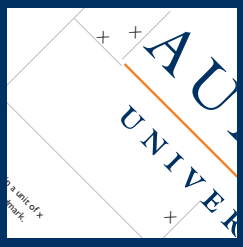
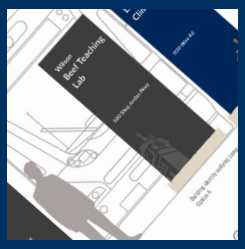
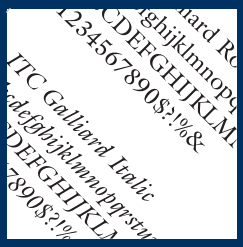
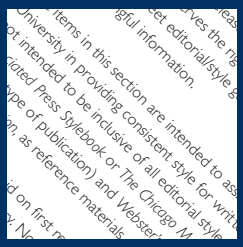
Auburn University Style Guide & Identification Standards Manual











AUBURN

UNIVERSITY

AUBURN

UNIVERSITY

www.ocm.auburn.edu/styleguide

Table of Contents

5 From the President

6 Introduction

- Why We Have Identity Standards

7 How to Use the Manual

7 Publication Planning and Compliance

- Planning a Printed Piece
- To Print or Not to Print?
- Compliance Monitoring
- Minimal Design Standards for Publications

9 Graphic and Visual Elements

- Overview
- What is a Trademark?
- Auburn University Name, Wordmark, and Other Identity Marks
- Logos and Approved Graphic Elements Paired with the Wordmark
- For Schools, Colleges, and Departments
- The Auburn University Seal
- Sports-related and Other Marks
- Typefaces and Fonts
- Official Colors
- Downloadable Logo Files

16 Stationery

- Official Letterhead, Notecards, and Envelopes
- Business Cards
- Facsimile Cover Sheets and Memorandums
- How to Order Business Cards/Letterhead/Stationery Items

21 Samples of Publications and Other Promotional Materials

- Campus Signage
- Vehicles

24 Editorial Style

26 News Releases

27 Merchandise and Promotional Items: Working With Trademark Management and Licensing

31 Examples of What Not to Do

32 Electronic Media

- Web Guidelines
- Guidelines Applicable for All Web Pages
- Policies Applicable to Official University Web Pages
- Web Colors
- Management of Auburn University Web Pages
- Available Web Resources
- Presentation Templates
- Video/DVD/CD Production

34 Printing Procedures

35 Contacts for Assistance

From the President

September 2008

To the Auburn University campus community:

The Auburn University Style Guide & Identification Standards Manual has paved the way for this institution to promote its many outstanding programs and assets with a unified, visual "voice." Since its official publication a few years ago, Auburn has more effectively communicated our core values and strengths to our audiences.

On the following pages, you will find updated standards that will continue to support Auburn's reputation long into the future. Use these guidelines in your communications efforts for the benefit of your area and Auburn University. By ensuring that all dollars spent on materials that promote our university result in a coordinated visual look, we are a better steward of those dollars and of the visual representation of our image.

A new strategic plan will help crystallize the university's aspirations and mission and determine our priorities. Identification standards such as those established in this guide will serve to complement our efforts, offering a strong foundation from which to advance the university.

You, the campus community, have been responsible in large part for the success of our hard work to promote and protect the Auburn University name. Thank you for your support and continued adherence to our united and consistent visual image.

Sincerely,

Jay Gogue
President

Introduction

Why We Have Identity Standards

Auburn University is known and recognized throughout the United States and the world. Therefore, it is critical that the visual elements that represent the institution and its image do so consistently and with integrity.

Institutions nationally have begun recognizing the importance of image consistency, implementing cohesive standards to protect their images, enhance the value of their names, and build a foundation for successful branding. Successful branding occurs when an entity presents itself consistently over time, creating an emotional connection with desired audiences.

A proliferation of independent, decentralized identities and symbols creates confusion in the minds of audiences whose support we seek: students, prospective students, parents, alumni, and supporters. While logos and symbols are not the sole elements of an institutional "brand," they are its visual representation and extension. When that visual representation is disconnected or inconsistent, it follows that the perception of the institution can also become disconnected or inconsistent.

Conversely, research shows that a visual identity used consistently over time paves the way to an enhanced image, instant recognition, and higher recall among prospective students. It also provides more inclusion among the "choice set" of institutions from which students choose their higher education provider.

Getting inside that choice set is not just important — an institution's long-term success depends on it. There are nearly 4,000 colleges and universities in the United States; differentiating, therefore, is challenging not only because of the sheer number of institutions competing for students, but because of shrinking budgets that make it difficult to reach mass audiences. Hence, every message, and every dollar, that reinforces an institutional identity counts.

Finally, consistency in visual identity protects the institution's patents, licenses, and trademarks, and increases the value of its identity over the long term.

By following these standards, we build not only consistency, but protect our most valuable asset — the Auburn University name.

AUBURN

UNIVERSITY

How to Use This Manual

Each area of the university has different needs and applications for print, Web, and other types of media. This manual includes sections addressing the use of visual elements and styles across various types of mediums. It also contains examples of commonly used materials, appropriate colors, logos and marks, and fonts, plus examples of inappropriate visual elements and information about accessing the logos and marks.

While comprehensiveness was a goal in developing this manual, questions will arise. Please call the Office of Communications and Marketing or the Office of Trademark Management and Licensing. Contact information is in the final section of this manual. Those offices can provide approvals, resources, and answers to any questions not specifically outlined in the guidelines.

This manual is also available online, where any updates between print editions will also be included. The Web address is: **www.ocm.auburn.edu/styleguide**.

Publication Planning and Compliance

Planning a Printed Piece

For the benefit of the university and all campus areas, print materials should:

- Be needed and necessary
- Adhere to a consistent style
- Clearly reflect that they are part of the Auburn University family of publications

Carefully consider your department's needs and:

- Avoid producing too large a quantity
- Avoid having too many publications by combining materials when possible
- Adhere to a consistent standard of design instead of producing multiple types of materials that seem disconnected from each other
- Follow the minimal design standards in this manual to help ensure smooth, efficient approval processes for your materials

Answers to the following questions will aid you in effectively and efficiently reaching your goal for a publication. By establishing targets and appropriate messages, communications become more effective. Ask:

- Is there a better way to reach our audience?
- What is the available budget?
- How many people do we need to reach (quantity)?
- Who is or who are my target audience(s)?
- What is the most important thing I want our audience to know after reviewing my publication?
- What response or action do I want from the audience?

When you work with OCM in publication production, a step-by-step process begins with your completion of a Project Overview Form and an initial meeting to determine the best way to meet your needs and goals. When you produce a publication interdepartmentally, a similar procedure is strongly recommended. Forms are available online at **www.ocm.auburn.edu/creativeservices**.

To Print or Not to Print?

Increasingly, with the advent of electronic communications, alternative solutions are available to traditional print publications. Auburn is obligated by its status as a public university to curtail such costs whenever possible. To ensure the best stewardship of university funds, the following questions should always be asked prior to designing and printing a publication:

- Is this publication absolutely necessary?
- Is there an alternative to a print publication?

As a general rule of thumb, interdepartmental communications and messages delivered to a small audience (less than 1,000 people), should be done via electronic means. OCM can assist in producing electronic newsletters or in creating Web publications promoted by links sent to an email database.

There may be other alternatives to printing; again, OCM can assist in helping you determine your best communications solutions. OCM also produces resources for use by the entire campus, such as pocket folders, general Auburn informational brochures and videos, templates for presentations, Web pages, publications, and other materials that can reduce the time involved and the costs associated with communications materials.

Compliance Monitoring

This manual outlines the procedures for approval of all promotional and printed material. Approval of marks and logos for merchandise or retail sale is issued by the Office of Trademark Management and Licensing; use of logos and marks on any publication and electronic materials must have the approval of the Office of Communications and Marketing.

Auburn-related printed materials that will be made available for sale, such as calendars and cookbooks, must comply with OCM's printing policies, but must also comply with trademark licensing policies which require the printer of these materials to be licensed through the university's licensing agent.

Minimal Design Standards for Publications*

This *Auburn University Style Guide and Identification Standards Manual* contains examples and further descriptions of these standards:

1. The Auburn University logo should appear clearly and prominently on the front and back (see #5, right) of publications to advance the image of Auburn, create an element of consistency and unity, establish a connection between areas and the university, and identify the publication as official, sanctioned Auburn information. Examples of varying ways it might appear are outlined in the Style Guide. It can appear alone or in combination with the name of the area or department, also used in appropriate logo format. As a general rule of thumb, the wordmark portion of the logo should be no smaller than one half an inch high on a standard 4" x 9" brochure, and proportionately larger for bigger publications.

2. To protect trademark licensing agreements and promote a consistent visual identity, Auburn University logos and marks may vary in size, but cannot be altered, tampered with, modified, or overprinted, as described in further detail in this manual. No independent or conflicting logos should be used.

3. In a four-color publication, the full color version of the Auburn logos/marks/symbols is preferable, in official, approved Auburn orange and blue colors (see section on color in the Style Guide). In one- or two-color publications, only approved two-color or single-color — orange, blue, black, or reverse white — should be used. OCM can help answer questions regarding alternatives.

4. The university seal should be used for formal or ceremonial documents only, and only in approved single-or full-color versions. It should not be used in marketing or promotional publications or on promotional merchandise (except for high-end merchandise approved by the Office of Trademark Management and Licensing).

5. The back of publications should contain:

- an Auburn University logo combined appropriately with the college, school, or area name (OCM can prepare varying formats of approved logos for your area for maximum flexibility)
- the equal opportunity statement: **Auburn University is an equal opportunity educational institution/employer.** On occasion, the equal opportunity statement is utilized inside a publication rather than on the back cover
- the university website (www.auburn.edu) and other applicable websites
- the name of the department designing the publication and date (month/year) in small print, for archival and accuracy purposes

6. In textual content, the Auburn University name must be used in full on first reference, and can be shortened to Auburn on second reference; the use of the university name is preferred in academic material, rather than the informal AU initials.

7. Appropriate printing procedures must be followed, and can be found in the printing procedures section of the Style Guide. Procedures include a printing approval form or exemption from OCM before a piece can be printed. Procurement and Payment Services will not pay for items printed without this form. In most cases, OCM strives to approve items meeting minimum design standards the same day they are received, although up to three business days may be needed in certain situations.

8. For more information about appropriate use of Auburn's federally registered trademarks, visit **http://www.auburn.edu/trademarks**

www.auburn.edu

* While these minimum standards apply for the vast majority of campus publications and materials, due to wide ranging needs and methods of communicating that are constantly changing, special circumstances or new types of concepts allow exceptions. Examples of exceptions are rare but may include sponsorship or contractual partner accommodation, teaser or "reveal" creative concepts, items of reference for faculty/staff or smaller internal audiences, hardcover books for re-sale or publishing, or items with images and design iconic to or strongly associated with Auburn, or formal invitations following external protocol. When questions arise, please contact OCM at 4-9999 and we will work with you to meet your needs.

AUBURN

UNIVERSITY

Primary treatment of wordmark

Graphic and Visual Elements

Overview

This section deals with basic identity elements: the wordmark, logos, seal, university colors, and typefaces that are the foundation of visual identity. The university's name, wordmark, logos, and seal are trademarks and property of Auburn University. These elements may only be used by authorized units of Auburn University, or through approval for external use. When in doubt about which mark to use for different types of mediums, please contact OCM.

What is a Trademark?

A trademark (or mark) is any logo, image, symbol, name, nickname, letter(s), word, slogan, or derivative used by an organization, company, or institution to identify its goods/services and distinguish the institution from other entities or competitors. It is "owned" by the organization and cannot be legally used outside of the organization without permission. The name "Auburn University," for example, is a trademark, and can be used on promotional materials or merchandise only with permission; Samford Hall visual icons, and numerous other symbols and icons are also protected trademarks. When a product makes reference to Auburn (as the university), such reference requires approval. Auburn is a federally registered trademark.

Auburn University Name, Wordmark, and Other Identity Marks

Our name is the primary means by which we are recognized; therefore, the Auburn name, in the appropriate font that constitutes our wordmark, must appear on the front and back of all forms of communication. Only approved visual elements or icons (see page 11) may be paired with the wordmark to form the logo. The wordmark may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally, or otherwise tampered with in any way. For examples of inappropriate use, see page 31.

Clear space required

No other graphic may encroach within a unit of x on the top, sides and bottom of the wordmark.

Minimum size for standard 4x9 inch brochure:

AUBURN
UNIVERSITY

one half inch minimum height

Absolute minimum size: (Business card sample)

AUBURN
UNIVERSITY

5/16 inch minimum height

Size and Appearance: At minimum, the wordmark should appear no smaller than one-half an inch high on a standard 4" x 9" brochure, and larger on larger publications. In busy or complex designs, it should be surrounded by appropriate white space to set it apart. **It should be combined with a graphic element (see next section) to constitute a university logo, except in specified situations.**

The wordmark should appear in an official Auburn color (see page 15). Solid black can be used in materials reproduced in black and white (including facsimile cover pages, memorandums, newsletters, or newspapers) or all white for reverses on a dark background. In special circumstances, if a printed piece is two-color but not orange and blue, an alternate color may be used.

Download wordmarks and visual elements at: **www.ocm.auburn.edu/styleguide**. Anyone receiving downloads must read and accept the trademark guidelines.

Reverse

Black and white

AUBURN
UNIVERSITY

Single color blue

AUBURN
UNIVERSITY

Single color black

Logos and Approved Graphic Elements Paired with the Wordmark

The Auburn wordmark should be accompanied by the interlocking AU, preferably for promotional, informal, or athletic use, or the stylized Samford Hall tower symbol, preferably for use on academic materials, college/school publications, and other non-athletic or formal promotional materials. The Samford Hall tower icon is intended to visually symbolize tradition, history, and academic prestige.

Both the interlocking AU and the Samford Hall tower icon may appear separately from the wordmark when used as graphic support in a publication, provided that standards for use of the wordmark are already met in the design. Also, the icons may be used without the wordmark for internal university communication, or community projects where the audience is already highly familiar with the symbols.

The AU and tower icons may not be paired with other type or graphics to create a design which in any way violates the integrity of the icon or the standards presented in this guide.

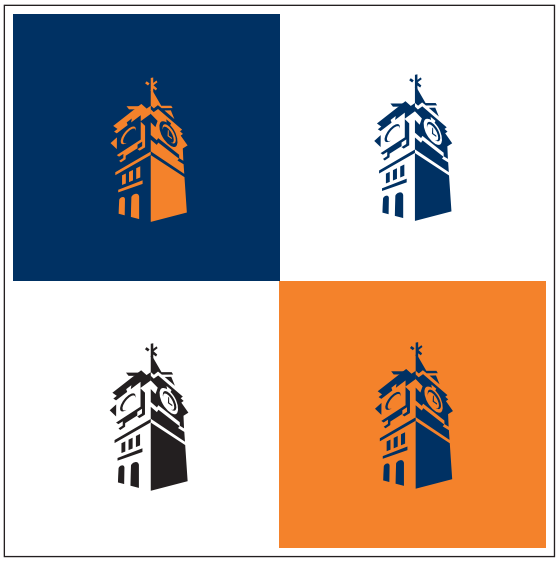
AUBURN
UNIVERSITY

AUBURN
UNIVERSITY

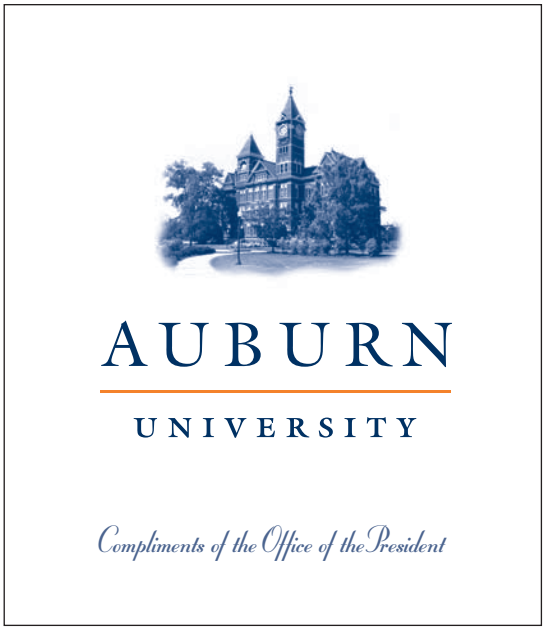
AUBURN
UNIVERSITY

AUBURN
UNIVERSITY

Acceptable color combinations for the interlocking AU.



Acceptable color combinations for the Samford Hall tower icon.



Example of gift card with lithographic visual.

Samford Hall image used on front of note card.

For materials that need more graphic or visual emphasis, such as invitations or note cards, the "lithographic" Samford Hall image can be used. This image, while a protected university symbol, is not a logo, but a visual element that can add more graphic appeal for designs lacking in images.

Visual elements paired with the wordmark cannot be altered, printed only partially, or otherwise tampered with in any way.

When in doubt about appropriate use of the wordmark or graphic elements, please contact OCM for assistance.

One option for placing the name of an academic area.

Important note for designers:

Use caps and small caps when the school name is separate from the wordmark (see above), and use all caps when the name is incorporated into the wordmark (see below). Also, when working with the option below, make sure that the space above the orange line to the bottom of the word AUBURN and the space below the orange line to the top of the type underneath is equal.

Example with "University" deleted for a more compact design.

For Schools, Colleges, and Departments

Independent logos for university-supported units, departments, colleges and schools are not approved for publication or merchandise use. (See page 27 for merchandise.) Symbols representing professional affiliation or vision/mission of an area may be used, but separately from the university, school or college, or department name, which should be aligned with the Auburn name whenever possible.

Colleges and schools should align their areas to the university visually. OCM can offer assistance with publications and materials that are graphically complex, but by simply aligning the appropriate university name and icon with the college name in the correct university typeface, colleges will be able to visually show the relationship between the two entities.

To integrate university units, departments, and schools/colleges with the university more effectively, the university wordmark (with graphic element in most situations) should appear prominently on all college and departmental communications, even when it is necessary to separate the unit name from the university logo.

Also, for a simpler, more compact logo effect, the school or college name can replace "University" in the wordmark; this effect works better with shorter college or school names. Longer names fit well when the words "Auburn" and "University" go above the orange line.

College/school name examples.

A horizontal option for combining Auburn logo with academic unit.

AUBURN UNIVERSITY | COLLEGE OF EDUCATION

Horizontal and vertical treatment samples on blue background.

AUBURN UNIVERSITY | COLLEGE OF EDUCATION

AUBURN UNIVERSITY
COLLEGE OF EDUCATION

AUBURN UNIVERSITY
SCHOOL OF FORESTRY AND WILDLIFE SCIENCES

Example of longer college or school name with "Auburn" and "University" placed above the orange line.

AUBURN UNIVERSITY
COLLEGE OF ARCHITECTURE, DESIGN AND CONSTRUCTION
Landscape Architecture

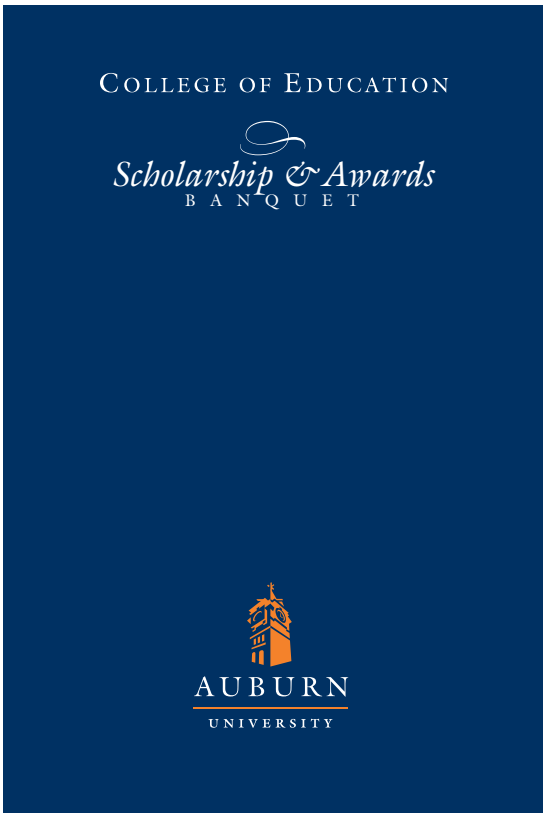
Example of longer college or school name with logo and department beneath, if needed.

AUBURN UNIVERSITY
COLLEGE OF EDUCATION
Health and Human Performance

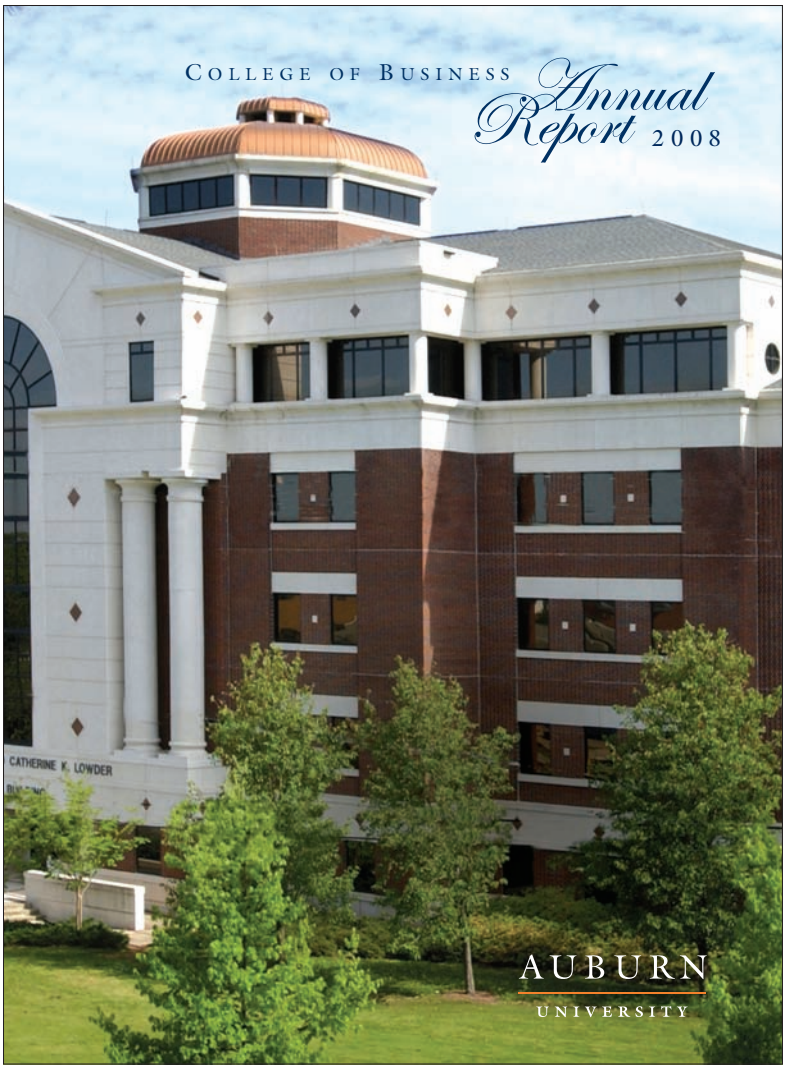
Departmental names with vertical logo treatment.

AUBURN UNIVERSITY | COLLEGE OF EDUCATION
Health and Human Performance

Departmental names with horizontal logo treatment.



Program and annual report cover examples with college name separated from university logo.



Demonstration of a special exception of the wordmark without an icon. In this case, the busy cover design would diminish the icon. The full logo with icon must be used on the back.

The Auburn University Seal

The seal should be used only for official or ceremonial documents, or on prestigious gift items. Any other usage must be approved by OCM or the Office of Trademark Management and Licensing. When reproduced in color, the seal should always appear in PMS 289 (blue) only or PMS 289 and PMS 158 (orange), if printed in more than one color. Black is acceptable if color printing is unavailable. Any manipulation or alteration to the seal is strictly prohibited.

Full-color seal.

One-color seal.

Sports-related and Other Marks

Sports-related marks are used primarily by student and sports organizations on campus, and on merchandise regulated by the Office of Trademark Management and Licensing. These marks, including Tiger Eyes and those depicting the university mascot, Aubie, are not appropriate for academic unit publications or Web sites.

Typefaces and Fonts

Approved typestyles are integral to a consistent identity standard. The Auburn University wordmark and department/school/college typeface family is Galliard, a serif font selected for its classical, traditional look, to complement the more contemporary treatment of the graphic elements.

Auburn allows creative flexibility in selection of body text/body copy fonts for publications, although selections should be easy to read and complement the official font.

Wordmark Typography

The typeface used in the wordmark is Galliard Roman. Galliard Italic is used for department names when they are included in an official identity element. (See page 13.)

It is not necessary nor recommended to use a Galliard font for supporting type and body copy. In many cases, it is preferable to use contrasting styles. Choose compatible typefaces which complement the wordmark. OCM can assist you in selecting complementary fonts.

The ITC Galliard font family is available in OpenType, TrueType, and Postscript formats for both Mac and Windows platforms. It can be purchased online at many major type companies, such as Linotype and FontHaus, at a reasonable price. Each department is responsible for securing licensed versions of needed fonts.

ITC Galliard Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$?!%&

ITC Galliard Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$?!%&

Official Colors

Color is as significant to a graphic identity as images, symbols, and marks. The official colors of Auburn University are orange and blue.

As most designers know, precise color matching can be difficult depending on the medium, art, or special effects being used. OCM recommends the following PMS colors for their proven versatility, long history of use, and quality consistency across multiple mediums:

Auburn Orange

For printing on paper, PMS 158 is recommended for Auburn orange. Because of its higher concentration of yellow, it is less intense and slightly more burnt in appearance than the often-used PMS 172. PMS 158 holds to a burnt orange better when it is screened in various tints, and the slightly muted color offers a more academic feel to print pieces than the brighter PMS 172, which also has a history of use at Auburn. PMS 172 tends to appear with a pink cast when screened (see example at right). PMS 158 is also recommended for use in the university seal.

PMS 172 has been used in recent years, and is still recommended for color matching of materials used in merchandise such as fabrics and plastics and the printing of color on these items.

Auburn Blue

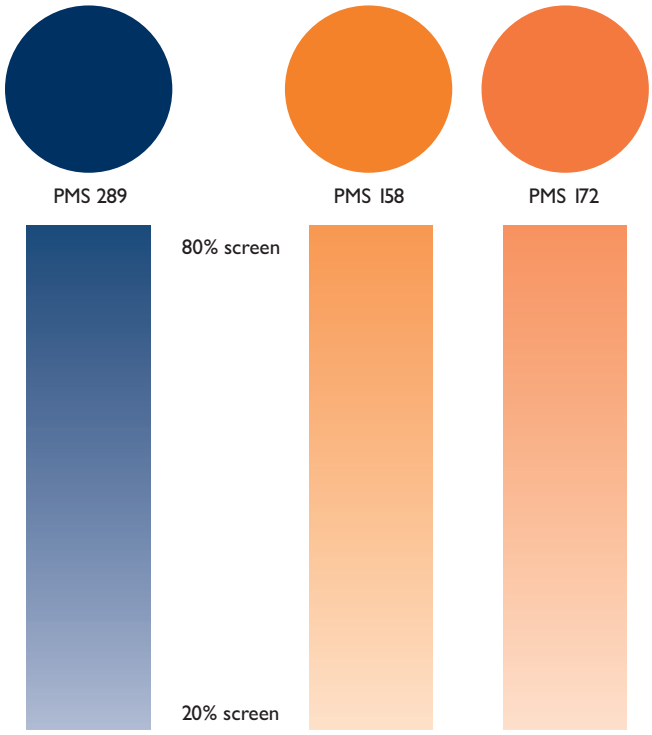
The accepted blue for Auburn is PMS 289.

When printing spot color, these PMS colors should be used. If printing in process color, use the CMYK values shown at right. **A color match prior to printing of any kind should be obtained and viewed in advance whenever possible.** When in doubt, please consult with OCM.

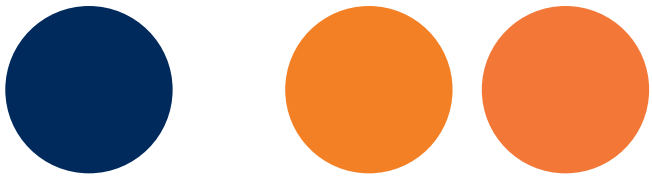
Special Note to Designers and Printers

In their latest color guides, Pantone® has changed their recommended CMYK formulas for matching PMS-289 and PMS-158. Please use the CMYK values shown here instead of Pantone's new recommendations. Also be aware that as software programs begin to use Pantone's new color specifications in upgrades, it will be necessary to create these CMYK formulas within a document rather than relying upon the program's built-in conversion from spot color to process color.

Pantone® spot colors



Recommended process color (CMYK) matches



Process color match for PMS 289

CMYK values:
Cyan 100%
Magenta 64%
Black 60%

Process color match for PMS 158

CMYK values:
Magenta 61%
Yellow 97%

Process color match for PMS 172

CMYK values:
Magenta 66%
Yellow 88%

Downloadable Logo Files

All logos, wordmarks, and visual elements are available from electronic files located at **www.ocm.auburn.edu/styleguide**. **An Auburn University ID and password are required to download these files. Downloading Auburn logos means that you acknowledge and agree to follow the identity standards.** If you are unable to use these files, contact OCM to request camera-ready artwork. Camera-ready art will provide a higher quality image than scanning the logo from already-printed pieces, which is prohibited for external publications due to the poor quality image resulting from scans. Likewise, since logos and marks on the Web are of much less density (72 dpi, typically, as opposed to 300 dpi for print quality), do not use any Auburn Web logos or marks for external printed publications.

Stationery

Official Letterhead, Notecards, and Envelopes

Only administrative offices, academic departments, and established centers that have been approved through appropriate administrative channels can use university stationery. Care should always be exercised to avoid ordering large quantities of stock that may become obsolete or otherwise unused.

Two options for official university letterhead are shown on the following pages: one primarily intended for departments associated with the Office of the President or other central administrative units (Auburn logo in center/area name beneath); and one primarily for colleges and schools to allow prominent display of the college/school name (Auburn logo at left). Most letterhead is printed on special, watermarked stock approved by the university; computerized templates should not be used for external or official university communication. Official letterhead should not be personalized.

Personalized notecards are available and must use either the Auburn wordmark with tower icon, or the wordmark with the Samford Hall lithograph-style image. Typically, notecards are available only for those who issue frequent, personalized correspondence.

Because desk printers typically cannot reproduce Auburn orange and blue accurately, they should not be used to print full-color letterhead. For informal, electronic, or internal correspondence, a one-color (black) template provided by OCM may be an option.

Business Cards

A business card format approved for official university use is shown at right. The standard business card accommodates up to 10 lines of text, an option to include a cell phone number, and the ability to include country code and USA for departments with international contacts.

How to Order Business Cards/Letterhead/Stationery Items

OCM has set up an electronic ordering site for your convenience. See **www.ocm.auburn.edu/stationery** to place an order with the printer approved to produce the university's stationery and business cards. Questions should be directed to OCM at 334-844-9999.

Facsimile Cover Sheets and Memorandums

Since memos and facsimile cover sheets are frequent methods of communication internally and externally, they, too, present an opportunity to convey a consistent image for Auburn. The templates shown in this manual are available via download at **www.ocm.auburn.edu/styleguide**. They can be printed and photocopied, customized by department, or be used directly in Microsoft Word as templates.

AUBURN
UNIVERSITY

College, School or Office Name
Mailing Return Address
Auburn, AL 36849-0000

Note: Bottom of address aligns with rule in logo

Standard #10 envelopes and business cards
(not shown to scale)

College, School or Office Name Here

AUBURN
UNIVERSITY

www.auburn.edu

Name Goes Here
Title and Other Descriptive Information on These Two (or Possibly Three) Lines

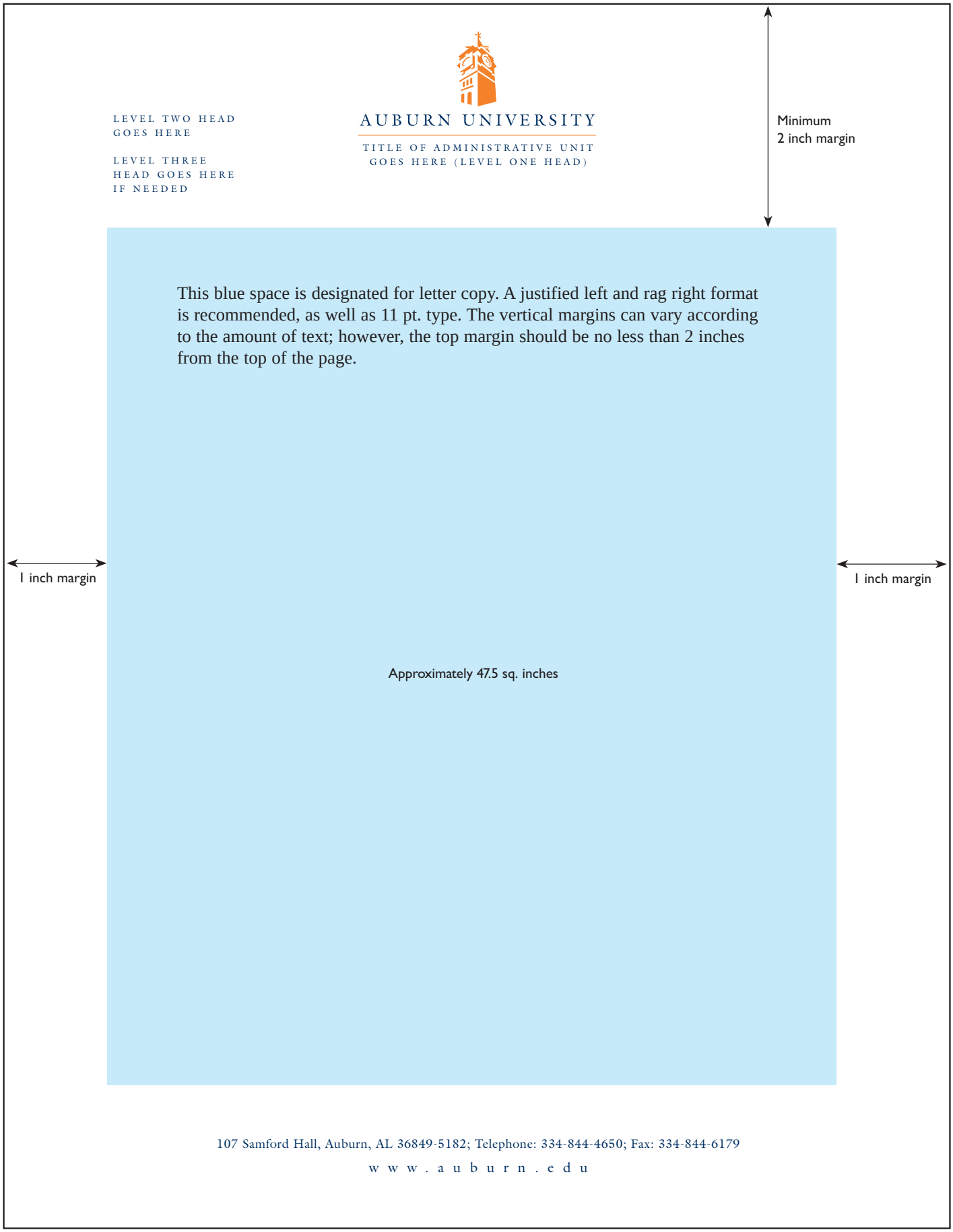
Address Goes Here
Auburn, AL 36849-0000
1-334-844-0000; Cell: 1-334-000-0000
Fax: 1-334-844-7119
youremail@auburn.edu
second Web address or other info

Example of personalized notecard.
(not shown to scale)

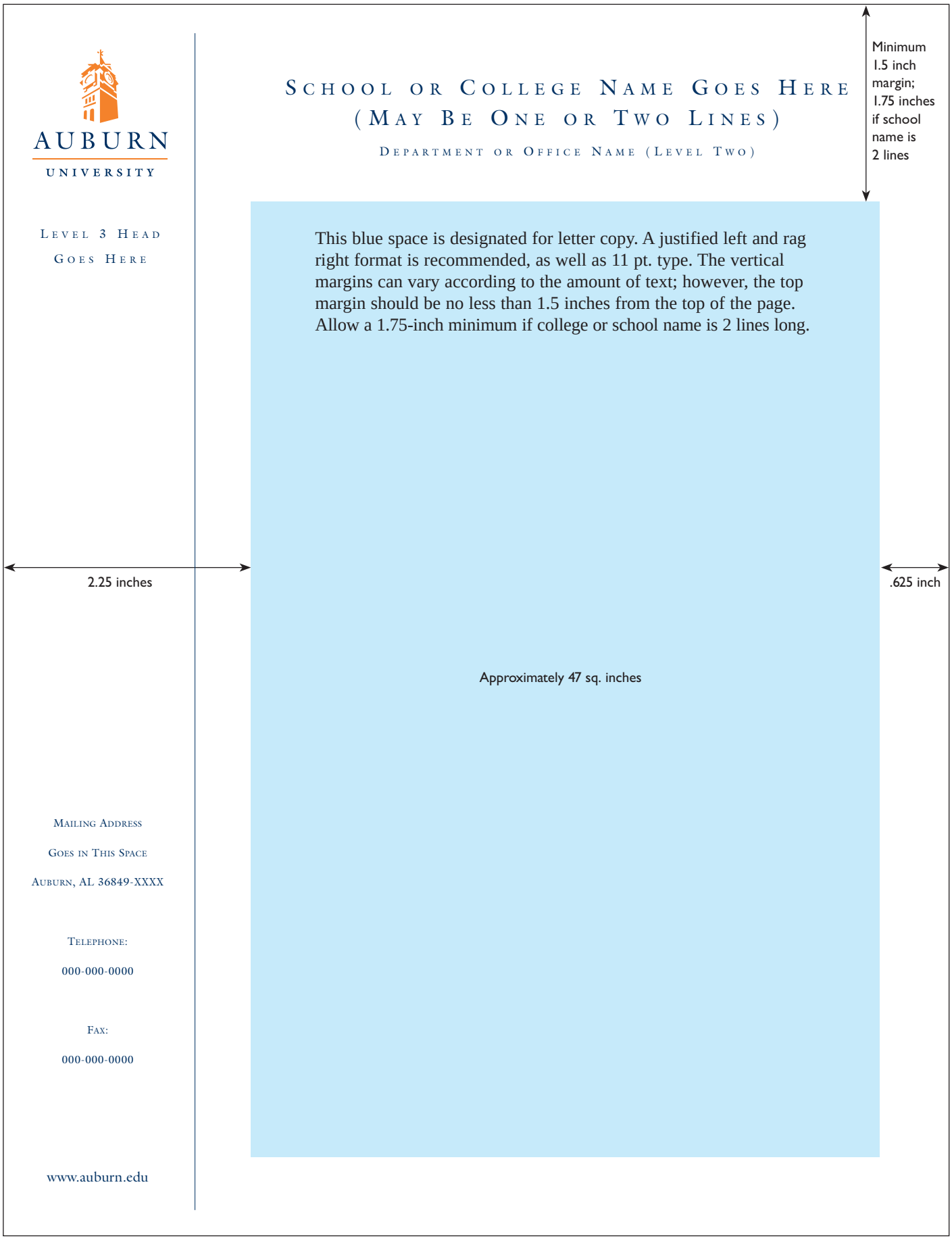
AUBURN
UNIVERSITY

Camille Barkley
Office of Communications and Marketing

Letterhead primarily for administrative units (not shown to scale). Margin settings provided here ensure material will fit and print easily.


LEVEL TWO HEAD GOES HERE
LEVEL THREE HEAD GOES HERE IF NEEDED
AUBURN UNIVERSITY
TITLE OF ADMINISTRATIVE UNIT GOES HERE (LEVEL ONE HEAD)
Minimum 2 inch margin
This blue space is designated for letter copy. A justified left and rag right format is recommended, as well as 11 pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 2 inches from the top of the page.
1 inch margin
1 inch margin
Approximately 47.5 sq. inches
107 Samford Hall, Auburn, AL 36849-5182; Telephone: 334-844-4650; Fax: 334-844-6179
www.auburn.edu

Letterhead primarily for academic and other units (not shown to scale). Setting the margins as indicated ensures easy printing onto letterhead.


AUBURN
UNIVERSITY
LEVEL 3 HEAD
GOES HERE
SCHOOL OR COLLEGE NAME GOES HERE
(MAY BE ONE OR TWO LINES)
DEPARTMENT OR OFFICE NAME (LEVEL TWO)
Minimum 1.5 inch margin; 1.75 inches if school name is 2 lines
This blue space is designated for letter copy. A justified left and rag right format is recommended, as well as 11 pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 1.5 inches from the top of the page. Allow a 1.75-inch minimum if college or school name is 2 lines long.
2.25 inches
.625 inch
Approximately 47 sq. inches
MAILING ADDRESS
GOES IN THIS SPACE
AUBURN, AL 36849-XXXX
TELEPHONE:
000-000-0000
FAX:
000-000-0000
www.auburn.edu

AUBURN UNIVERSITY

[CLICK HERE AND TYPE OFFICE NAME]

MEMORANDUM

TO: [CLICK **HERE** AND TYPE NAME]

FROM: [CLICK **HERE** AND TYPE NAME]

SUBJECT: [CLICK **HERE** AND TYPE SUBJECT]

DATE: 9/22/2006

CC: [CLICK **HERE** AND TYPE NAME]

HOW TO USE THIS MEMO TEMPLATE

Select text you would like to replace, and type your memo. Use only Times New Roman font. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

Example of Downloadable Memo and Fax Templates

While it is acceptable to print memorandums on letterhead, here is an example of an inexpensive, alternative design for internal use (not shown to scale). Downloadable at **www.ocm.auburn.edu/styleguide**, you can easily customize for your department or area.

AUBURN UNIVERSITY

[CLICK HERE AND TYPE OFFICE NAME]

FACSIMILE

TO:	FROM:
[**Name**]	[**Name**]
COMPANY:	DATE:
[**Company Name**]	9/22/2006
FAX NUMBER:	TOTAL NO. OF PAGES, INCLUDING COVER:
[**fax**]	[**number of pages**]
PHONE NUMBER:	SENDER'S REFERENCE NUMBER:
[**phone**]	[**reference number**]
RE:	CC:
[**subject of fax**]	[cc]

☐ URGENT ☐ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY ☐ PLEASE RECYCLE

NOTES/COMMENTS:

Select this text and delete it or replace it with your own. Use only Times New Roman font. To save changes to this template for future use, click **Save As** on the **File** menu. In the **Save as type** box, click **Document Template**. Next time you want to use it, click **New** on the **File** menu, and then double-click your template.

[**STREET ADDRESS**], [**CITY, ST ZIP CODE**]

Example of facsimile transmittal sheet (not shown to scale) downloadable at www.ocm.auburn.edu/styleguide.

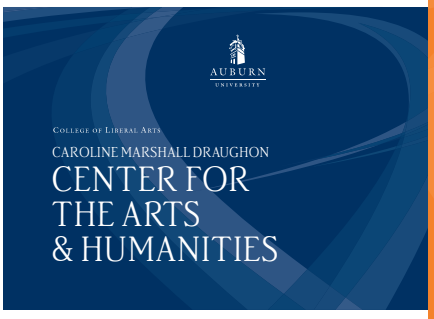
Tiger Transit bus sign targeted to students on campus; icon alone is permissible.

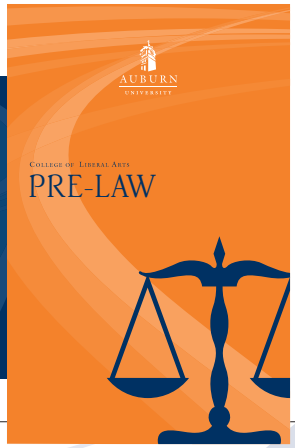
Samples of Publications and Other Promotional Materials

Here are a few examples demonstrating appropriate university style, including proportional logo wordmark size and placement, back cover inclusion of logo/wordmark, Web address and equal opportunity statement usage, printing department's name and publication date, effective use of photographs, and consistent use of typography. OCM typically recommends large photographs, distinctive caption fonts that complement body text, and ample white space. In lengthier publications, using graphic elements such as lines or photo framing consistently throughout a publication helps unify it.

To ensure protection of the university image, all publications produced for external distribution with university funds must be approved by OCM prior to printing. Printing procedures can be found online at **www.ocm.auburn.edu/graphicservices/printingprocedures.html**, and are also outlined in this manual.

Poster for the Office of Diversity and Multicultural Affairs designed to celebrate Black History Month.

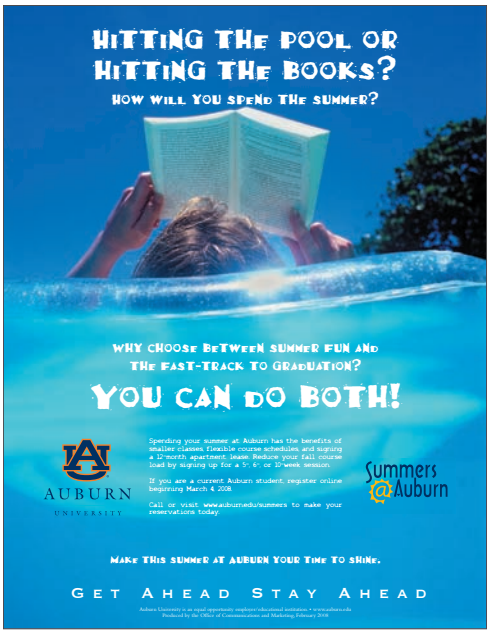




Examples from a suite of materials designed to create a consistent look for the College of Liberal Arts. Shown here are two brochure covers along with a magnite cover and spread.

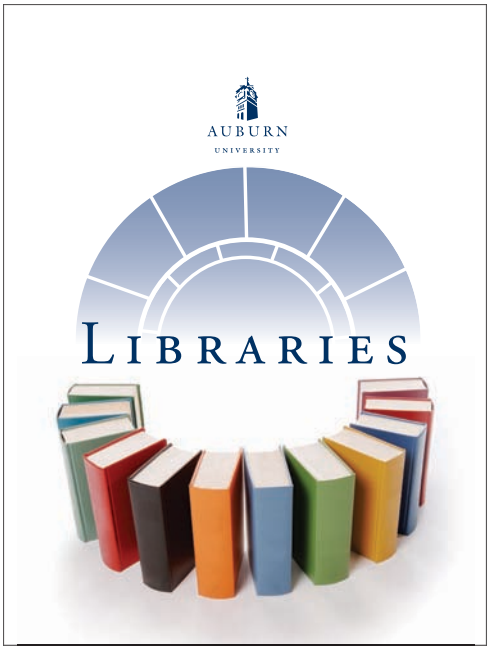
College of Liberal Arts
Perspectives
Volume 6 Spring 2008
CLA Alumni Take On Tinsel Town
"We Never Looked Better," CLA Turns 20
AU Honors Pulitzer Prize Winner
AUBURN UNIVERSITY

College News
College News
Center for the Arts & Humanities celebrates new name
Associate deans named to College of Liberal Arts
Laufer named director of AU's Jule Collins Smith Museum of Fine Art
16 College of Liberal Arts • AUBURN UNIVERSITY
College of Liberal Arts • PERSPECTIVES 17


HITTING THE POOL OR HITTING THE BOOKS?
HOW WILL YOU SPEND THE SUMMER?
WHY CHOOSE BETWEEN SUMMER FUN AND THE FAST-TRACK TO GRADUATION?
YOU CAN DO BOTH!
AUBURN UNIVERSITY
Summers @Auburn
MAKE THIS SUMMER AT AUBURN YOUR TIME TO SHINE.
GET AHEAD STAY AHEAD

Promotional poster for Summers at Auburn.

Magazine ads must include logo and wordmark.

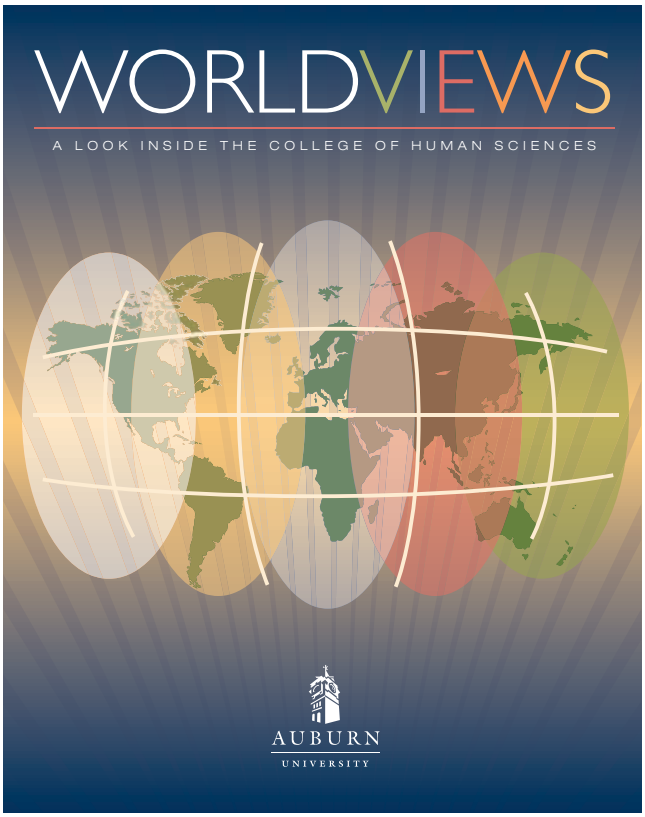


Pocket folder cover for Auburn University Libraries.

Internally distributed single-color sample; icon alone is permissible to staff/faculty audience.

Cover and interior page in Study Abroad brochure.

Africa and the Middle East
AU Faculty-Led Programs
Egypt
Building Science
Jordan
Marine Science
South Africa
Consortium of Overseas Teaching
Featured Program: Cairo, Egypt
Building Science students on an extensive study tour take advantage of faculty expertise while seeing some of the most amazing structures in the world, including the pyramids and Temple of Karnak. Students will compare today's building materials and techniques to those from thousands of years ago.
Cairo, Egypt



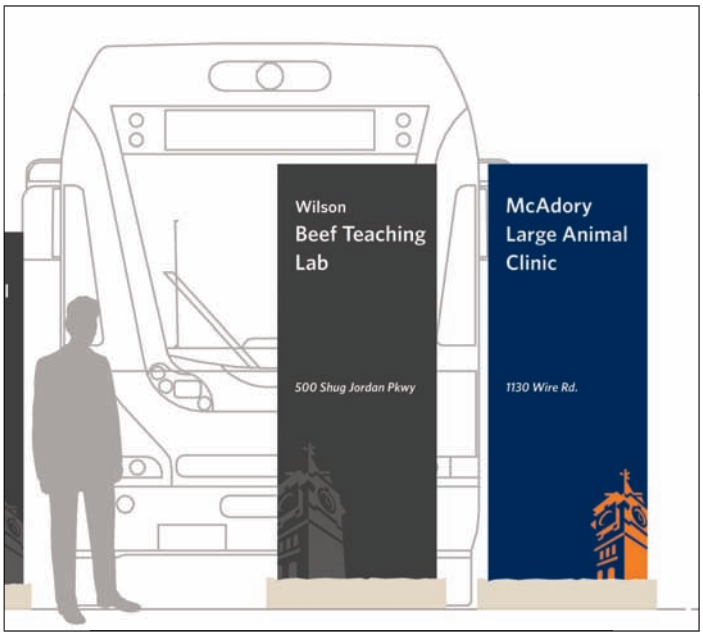
Magazine cover for the College of Human Sciences.

AUBURN
COMMONS
An Official Publication of Auburn University
Volume 7 ❖ Number 1 ❖ Winter 2008
Auburn Rated 'Exemplary' for Junior Faculty
For the second year in a row, a Harvard-based educational collaborative rates Auburn University among the best workplaces in America for tenure-track junior faculty.
In a survey of workplace conditions for faculty working toward tenure, the Collaborative on Academic Careers in Higher Education at Harvard's Graduate School of Education rated AU as "exemplary" in three categories: tenure practices overall, tenure reasonableness and policy effectiveness overall.
This was the second set of survey results released by the educational collaborative. In results reported in December 2006, AU was rated among the top institutions for junior faculty satisfaction with their institutions in terms of career progress, colleagues and institutional support.
"The COACHE surveys show that Auburn is a very attractive place for faculty as well as students," said AU President Jay Gogue. "Talented, young Ph.D.s with outstanding potential will look to these surveys in choosing the universities where they will settle and develop that potential. We expect that they will pay extra attention to institutions, like Auburn, that have earned the 'exemplary' rating."
COACHE measured factors affecting workplace quality at 78 member institutions with almost 7,000 tenure-track faculty members. The 56 universities and 22 liberal arts colleges were evaluated in separate categories.
Member universities include several Ivy League schools, private institutions such as Duke and Stanford and major state universities such as Ohio State and Minnesota, plus universities in the California and North Carolina systems.
Auburn was among 10 universities rated exemplary in terms of policy effectiveness overall. Others earning the rating were Duke, North Dakota State, Ohio State, Stanford, Illinois, Kansas, Minnesota and Notre Dame.
Auburn also was among eight universities rated as exemplary for tenure practices overall. Other large institutions earning that rating included North Carolina State, Ohio State and Kansas. Those three institutions, plus AU and the University of Virginia, were among 10 universities in the exemplary category for tenure reasonableness, a component of the other categories.
(COACHE, continued on page 5)
The AU Board of Trustees in November elevated the Department of Building Science, housed in the Miller Gorrie Center pictured above, to school status within the College of Architecture, Design and Construction. Also, in a surprise for Trustee Earlon McWhorter, the Board voted to name it the Earlon and Betty McWhorter School of Building Science in honor of the former board president pro tem and his wife. The McWhorters recently gave $5 million to AU in support of the school.
AUBURN
UNIVERSITY

Alumni newsletter from the president.

Campus Signage

A campus-wide plan has been developed to promote a consistent visual standard for all university signage. All campus signage should be approved by the Office of Campus Planning.



Vehicles

The consistent use of Auburn's identity on university vehicles helps to unify our fleet. The wordmark should be incorporated on the front, rear, and/or sides of the vehicle. Wordmark placement varies according to the make and model of the vehicle. OCM can assist in designing vehicle signage.

Editorial Style

Editorial consistency and care is critical in creating a positive university impression. Preferred editorial style for news releases and newsletters is Associated Press style. The purchase of Associated Press stylebooks is recommended for any department on campus that prepares news articles. The preferred editorial style for magazines, brochures, postcards, invitations, and other print projects is the *Chicago Manual of Style*.

In order for a news release to be distributed through OCM to media outlets, OCM reserves the right to edit or rewrite releases as needed to ensure they meet editorial/style guidelines and provide credible, current, and meaningful information.

The items in this section are intended to assist communicators at Auburn University in providing consistent style for written releases and are not intended to be inclusive of all editorial style. Continue to use *The Associated Press Stylebook* or *The Chicago Manual of Style* (depending on the type of publication) and *Webster's New World College Dictionary, Fourth Edition,* as reference materials.

Acronyms — Avoid on first reference and use sparingly throughout the remainder of the story. Note: when using acronyms, do not place in parentheses after the name, even on first use. ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT and other entrance examination titles usually don't need to be spelled out, even on first reference.

Acting/Interim — Use "acting" when someone is temporarily doing the duties of another person. Use "interim" when someone is doing a job for an intervening or provisional period. Always lowercase, but capitalize any formal title that may follow before a name.

The panel includes acting Mayor Peter Barry.

African-American/African American — The first is AP style. The second is Chicago style.

Alternate spellings — Go with the preferred spelling, which is listed first in the dictionary, unless it is spelled a certain way for a reason, e.g., internally, *Telfair Peet Theatre, Graves Amphitheatre, and Edgar B. Carter Educational Amphitheater are official names.*

Alumni — Use "alumna" when referring to a woman who has attended a school; use "alumnae" to describe a group of such women. "Alumnus" refers to a man who has attended a school; "alumni" describes a group of such men, or a group of men and women. The use of "alum" is too informal for university publications.

Ampersand — Use only in charts, tables, or lists of companies, where the ampersand is part of the company's official name, and where it is part of a title, such as *U.S. News & World Report.* Otherwise, in text, use "and."

As well as — Avoid overusing this phrase in place of "and"; the phrase has the sense of "too" or "also," rather than simply "and."

Auburn University — Second reference is *Auburn* or *the university* (do not capitalize university when referring to Auburn). Please do not use the more casual and sports-related "AU" on second reference.

Auburn Montgomery — No hyphen. On second reference AUM is appropriate.

Beard-Eaves-Memorial Coliseum — A hyphen always goes between "Eaves" and "Memorial."

Book titles, magazines, and newspapers — Should be put in quotation marks for news releases. Chicago style calls for italics. Note: when sending text via e-mail, the software's default converts italic type to plain.

Combining buildings/streets — *Samford and Hargis halls. Magnolia and Thach avenues.*

Commencement — Should be lowercase.

Auburn's commencement will be in Beard-Eaves-Memorial Coliseum.

Computer terms — The word "Internet" is always capitalized. The term "e-mail" is always hyphenated. Always write "Web site" as two words and uppercase "Web."

Course work — Always two words

Cum laude, magna cum laude, summa cum laude, and with distinction receive no special treatment in running copy.

Data — Treat as plural. If singular, it is a number and not datum.

The data are derived from tests on diseased elm trees.

Dean's List — Capitalize.

Degrees — Chicago style now recommends omitting periods in academic degrees (e.g., *BA, BS, BSW, EdS, JD, MA, MAc, MBA, MD, MFA, MS, and PhD).* However, the preferred style is to spell out the degrees (bachelor's, master's, doctorate).

Degrees should always be abbreviated when they follow a name, but never combine courtesy titles and academic degrees:

Incorrect: Mr. John Smith, PhD
Incorrect: Dr. Mary Jones, PhD
Correct: John Smith, PhD
Correct: Mary Jones, PhD

Departments/majors — Official department names are upper case; majors are lower case, except for English and foreign languages.

She teaches three German classes in Haley Center.

The economics major will graduate in 2006.

The Department of Economics is hosting a seminar. Second reference is "the department" (lowercase). Use only the formal name on first reference. For example, the Department of Entomology, not the Entomology Department.

Dr. — According to the AP Stylebook, only doctors of dental surgery, medicine, osteopathy or podiatric medicine should use "Dr." before the name. The title, however, can be used in quotes when applicable.

"I was a student in Dr. Gordon's class and loved it," the student said.

When necessary to note the source's academic authority, the degree can follow the name.

John Smith, DVM

or the preferred style is to explain, e.g.

John Smith, who holds a doctorate in molecular biology, has been teaching at Auburn since 1990.

Draughon Library — Avoid referring to it as RBD, except in headlines.

Faculty — Treat as plural. When singular use "faculty member."

Grade-point average — Spell out with hyphen.

High school — Spell lowercase with no hyphen.

Nondiscriminatory language — Be aware of language that contains discriminatory connotations. Replace the following terms with suggested alternatives:

best man for the job — best candidate
businessmen — business professionals, business leaders
chairman — chair, chairperson, department chair
craftsman — artisan
foreman — supervisor
mankind — humankind
man-made — synthetic, manufactured
manpower — personnel

To avoid the "student-he/she" dilemma, directly address the student ("you") whenever possible, and, when not possible, use plural references (students/they).

Numbers — Use numerals for percentages and ages. Generally, spell numbers one through nine and use numerals for 10 and higher, with the exception of percentages where numerals are preferred.

The Auburn University Board of Trustees approved a 2 percent increase….

Percent — Always spell out, except in charts, where "%" is permissible.

Off campus/On campus — Spell without hyphens, unless the term is used as a modifier.

Some universities require its freshmen to live on campus.
Tiger Transit has a number of off-campus bus routes.

Quotes — It is important to work with the person quoted to ensure that all direct quotes are grammatically and factually correct, and that they accurately convey the intended meaning. Quotes should also be at the appropriate reading level for the intended audience.

Schools/colleges — Full name on first reference and either the school/college or, for example, Human Sciences, Engineering. (Acronyms should be used sparingly, e.g., COSAM, SFWS, CHS and only on second reference.)

The college's enrollment has risen steadily since 1998.

References to centers, alliances, committees, etc., should be in lowercase.

The alliance has become the clearinghouse for information to the public.

"Sweet Auburn! loveliest village of the plain." — If quoting from Oliver Goldsmith's *The Deserted Village,* never substitute "on" or "plains."

Telephone numbers — 844-****, never 4-****. Add the area code if the release is going outside Lee County. Note: Whether you use parentheses, a period, or a slash, be consistent in the way you separate the area code.

The Hotel at Auburn University — Internal releases may list AU Hotel on first reference. Second reference is "the hotel."

Timelines — No need to insert first two digits of second number unless the timeline spans a century mark. *1937-45, 1998-2004.*

Titles — Consult AP Stylebook. Second references should always be in lower case.

The dean made the announcement following the board's meeting on Friday.

The president approved the university policies for immediate implementation.

Vita/vitae — Use "curriculum vitae" for the singular form, "curricula vitae" for the plural.

United States — Always spell out on first reference.

Unique — Is anything but. Avoid using this overused term as a descriptor. Opt for terms such as individual, uncommon, special, rare, etc.

Web site — Always two words and uppercase "Web." Note: if an e-mail address or Web site completes a sentence, place the appropriate punctuation at the end:

*You can get more information at **www. auburn.edu**.*

News Releases

To avoid confusion among the university's many media contacts, news releases should follow the same format. Any news releases distributed in hard copy form by OCM on behalf of other campus areas or departments will list the date and contain two contacts for media inquiries, as shown below. Of the two contacts, one is typically from the department that contributed the news item, and the other typically from OCM. This procedure ensures media contacts will always be able to reach someone to follow up on a story, and that OCM can provide backup support for colleges, schools, and areas.

All news releases must have the approval of the dean or vice president of the area the news release represents. It is the responsibility of the department or area issuing the release to obtain this approval.

News releases should have a tag paragraph, or "boilerplate," at the end that reflects the size and scope of the institution. Auburn's current boilerplate is shown below, although it may change based on the most updated facts and figures available.

Only news that is of significant import will be posted in the "main news" section of the home page; however, OCM archives all releases sent on the Web at **www.ocm.auburn.edu**.

Below is the appropriate format for a news release. Associated Press style, as the style of choice for most newspapers, is the only acceptable news style for Auburn. Note that news releases sent electronically are not on letterhead to enable fast and thorough dissemination. The format, however, is the same whether on letterhead or not.

Also note that the *Webster's New World College Dictionary, Fourth Edition,* is the official dictionary of the Associated Press and is recommended to complement the *Associated Press Stylebook*.

AUBURN
UNIVERSITY
NEWS
Communications and Marketing
www.ocm.auburn.edu/news
334-844-9999
Date
Two contacts
11/22/06
Primary contact here, 334/844-0000 (name@auburn.edu)
Other contact as back-up here, 334/844-0000 (other@auburn.edu)
TITLE OF NEWS STORY SET IN ALL CAPS GOES HERE
AUBURN, Ala. – Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.
Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.
Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.
Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.
Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.
For more news about Auburn University, visit http://wireeagle.auburn.edu/. In-depth reporting, including multimedia features and downloadable photographs for media use, can be found at http://www.ocm.auburn.edu/newsmakers/.
Auburn University has provided instruction, research and outreach to benefit the state and nation for more than 150 years, and is among a distinctive group of universities designated as Land, Sea, and Space Grant institutions. AU makes a nearly $5 billion economic contribution to the state each year, has more than 250,000 graduates and provides 130 degree programs to more than 24,000 graduate and undergraduate students.
Contributing writer acknowledged here in italics.
(Contributed by "writer of release".)
###
nov06:AU-release
Boilerplate tag sample, changes when information is updated, and can be put at the end after the ### if preferred.

Merchandise and Promotional Items: Working With Trademark Management and Licensing

Summary

Campus departments and student organizations frequently purchase merchandise for promotions or events that include university trademarks. Requests can include lapel pins, cups, mugs, hats, apparel, bags, purses, umbrellas, coasters, photo frames, and other items. Each of these items is an extension of the university's brand or image. Just as there are branding guidelines for printing purposes, similar policies hold true for Auburn merchandise.

Since use of Auburn's name or other Auburn trademarks with an organization name implies association with the university, only campus departments and student organizations that are recognized by the SGA are allowed to use Auburn trademarks in conjunction with their name.

Some of Auburn's federally registered trademarks include the words or word phrases AUBURN, AUBURN UNIVERSITY, AUBURN TIGERS, and WAR EAGLE, plus the INTERLOCKING AU logo, the TIGER EYES logo, the Samford Tower logo, and others.

Why Licensing is Required and What Licensees Do

There are three reasons Auburn University has a trademark licensing program:

- Protection
- Promotion
- Profit

To protect Auburn's name and other federally registered trademarks, Auburn has a licensing program to manage the use of Auburn's valuable intellectual property. Licensing is vital to the appropriate promotion of the university, monitoring use of marks and association by others with Auburn. Unlicensed association or use of marks risks the integrity of the Auburn brand and is a Class C felony in the state of Alabama. Finally, licensing enables Auburn students to benefit through scholarship funding from the commercial use of Auburn's marks. Therefore, Auburn products can be made only by companies/licensees who are under contract with the university's licensing agent, the Collegiate Licensing Company (CLC). More than 500 licensees work with Auburn to offer a multitude of products for campus and retailers.

Auburn Licensees save campus departments time, effort, and money due to their expertise in dealing with licensing matters, often taking care of approvals and other details for you. Licensees:

- Pay for the right to produce Auburn merchandise
- Carry appropriate liability insurance naming Auburn an additional insured
- Are familiar with university policies concerning appropriate use of trademarks
- Can usually create designs upon request
- Contact Auburn with questions concerning a product or marks
- Obtain design approval from Auburn Licensing
- Remit royalties to support Auburn student scholarships

What has to be licensed?

Any product bearing Auburn marks must be produced only by licensees. Printed materials covered under the policies of Auburn's Office of Communications and Marketing such as brochures, pamphlets, stationery, note cards, and banners, for example, do not require licensing, but do require the approval of OCM. However, if any of these printed materials will be sold, such as a calendar or cookbook, the product must comply with Auburn's licensing policies and the printer must be licensed through CLC. The licensing process for these types of projects is simple, and Auburn Licensing can help.

Royalties

Royalties collected from licensees for use of Auburn marks support the university's general scholarship fund. Royalties are due on any Auburn product that will be sold AND any product that competes directly with Auburn product available at retail. To avoid royalties on product that will not be sold, be sure to follow OCM policies to include department name and/or event name on your campus related items. If you have questions about what product is royalty bearing and what is not, please contact Auburn Licensing at 844-5180 or e-mail AUTrademarks@auburn.edu.

Steps for Obtaining Art & Product Approvals:

- Licensee lists can be found at www.auburn.edu/trademarks. More than 500 licensed manufacturers are available to assist your production needs including many in-state and locally licensed companies.
- Send your desired artwork to a licensee or ask the licensee to assist in designing a look for you.
- The licensee will submit your design to Auburn's Licensing Office for approval and remit royalties to the university's licensing agent should that be necessary. You do not need to worry about these steps.
- If you cannot find a manufacturer who offers the product you want or if you need assistance, call Auburn's Licensing Office for assistance at 844-5180 or e-mail AUTrademarks@auburn.edu.

Design Parameters

Auburn Licensing reserves the right to disallow or request changes to Auburn designs that do not adhere to standards, that do not reflect an appropriate level of quality and design, that may conflict with current trademarks, or that might be seen as offensive or in poor taste. Sometimes, proposed designs fall into a "gray" area for which there is no firm standard, and in these cases Auburn Licensing again reserves the right to disallow a design and/or to recommend an appropriate alternative.

Merchandise samples managed by the Office of Trademark Management and Licensing.

In general, items containing the Auburn name, logos, or other licensed marks; items obviously connected with the university in some way or conveying or implying Auburn sanction, support or association; and items to be paid for by university funds, must follow these guidelines:

- Auburn logos, symbols, and marks may vary in size, but cannot otherwise be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.
- Independently-created logos for Auburn colleges, schools, and departments are not permitted. Symbols recognized nationally for certification, associations, areas of study, or professional schools may be used to show such affiliation, but not with the Auburn name or college/school name inside them, and not exclusively – Auburn's logo must be prominent and aligned visually with the college/area/department. For example, the Auburn College of Education symbolizes its mission with a keystone arch; this symbol is fine as a design element, but not with the college or university name within or around it in such a way that it is construed as a university logo. To use the symbol by itself, on merchandise or in print, with no identifying Auburn symbol or mark, would also be an inappropriate use of university funds.
- The Auburn Seal is allowed only on official university documents and occasionally on upscale quality merchandise. This mark must be seen as something someone has earned, such as a distinction, diploma, or privilege.
- The artwork must be of appropriate taste, quality, and design that complements the type and style of merchandise on which it is to be placed (i.e., embroidered artwork is most appropriate for polo or sport-style shirts; a bright red or primary color design that is not an Auburn color or complement is generally not acceptable for an Auburn sanctioned event; embroidered artwork should not contain many words or elaborate text, but be simple and clean in appearance, etc.). Rely on your selected licensee for their expertise in this area.
- Whenever an Auburn logo or mark is used, it must be prominent and separate from other designs or marks, including sponsor logos.
- The sponsoring department or organization must be identified. For example, a Native American Festival event can include the festival design/graphic, and the text of the sponsoring department or organization name beneath it.
- Small items such as lapel pins should use a single design, such as the Samford Tower icon or the interlocking AU, in appropriate Auburn colors. Longer or formal names for schools and colleges, departments, or events should be used on larger buttons or badges, not lapel pins. Auburn Licensing and OCM are happy to recommend alternatives for special situations.
- Requests by campus departments for "paper" items such as brochures, flyers, banners, and napkins may be filled by printers approved through OCM with art approved by OCM. However, if that paper product (for example, a calendar) will be sold to the general public, it then falls under Auburn Licensing policies, and the printer must be licensed.
- The Auburn name in text form on merchandise may be used with permission, when appropriate.

More merchandise samples managed by the Office of Trademark Management and Licensing.

- Only those student organizations recognized by the SGA are allowed to use the university's name.
- To avoid being perceived as an official university logo, student event logos cannot contain the Interlocking AU or the Auburn University name within them. However, stating that an event or organization is "at Auburn University" in text form may be acceptable. Separate, prominent, and clear use of an approved Auburn logo can be placed elsewhere on the item (for example, on a t-shirt the Auburn logo might appear on a front pocket or a sleeve, while the independent event/organization design appears on the back).
- If a student organization is a financed division or department of student affairs, then those organizations, like all campus departments, must adhere to the Style Guide, which disallows independent logos.
- Use of a current student-athlete's name on commercial merchandise is a violation of NCAA rules and can result in the student-athlete being declared ineligible. Any use of a student-athlete's name, nickname, or picture must be approved by the Auburn Athletics Compliance Office.
- Use of art or other intellectual property owned by a third party must be approved by that entity in writing and submitted to Auburn Licensing along with the desired artwork. For example, if you wish to use artwork, slogans, or trademarks created by someone outside of Auburn, a written release is required. This process often takes weeks, so allow time accordingly.
- Student organizations and campus departments may include a sponsor name/logo along with university marks on products and some advertising. However, the student organization/department's name must be included in such a way as to convey the relationship is a partnership and not an endorsement by Auburn. A rights fee may be assessed to the sponsor to associate its name with Auburn. University departments will need to secure approval of any joint advertisement from Auburn Licensing or OCM.

For more information about Auburn University's Trademark Licensing policies, visit www.auburn.edu/trademarks. If you have any questions, please call or send an e-mail to AUTrademarks@auburn.edu.

Embroidery Guidelines

Digitized Auburn Trademarks

The designs on this page show approved usage of official university logos and how they can be combined with school or department names to comply with established standards for embroidered items only. The digitized art for the tower and wordmark is available to vendors through the Collegiate Licensing Company. This art has been modified specifically for embroidery while maintaining the visual integrity of the original logo design.

Configuration and Color

The logo art may be used in its original vertical format as shown at upper right, or it may be set up in a horizontal arrangement as shown in the bottom photo. The horizontal treatment works especially well with long names. When setting up for stitching, be sure to pay close attention to the spacing of elements, as shown here.

Various approved color combinations are displayed here, as well. Try to match, as close as possible, the official blue (Pantone 289) and orange (Pantone 172, for fabric).

Accompanying Type

A sans serif font set in all caps is recommended for the name of the school, department, or organization. Since this type is not digitized like the Auburn logo and wordmark, it will be set up by the vendor according to the particular client. We recognize that all vendors don't use the same equipment or software, but a plain block font as shown in these designs should be an option that is readily available. This alternative should offer some consistency in maintaining Auburn University's visual standards, while giving vendors the opportunity to use their available resources.

Interlocking AU or Samford Tower

For embroidery projects, the client may choose either the Samford tower mark or the interlocking AU. The relative proportions to the wordmark should be maintained regardless of which symbol is used.

The samples above show two appropriate arrangements for how a college, school, or unit name may be combined with the university trademark for embroidery. The simple block lettering for the unit name in place of the word UNIVERSITY, which has been digitized in the standard Galliard font, is only permitted in instances where the size of the lettering and the imaging process does not allow for the thin strokes in some fonts, as with stitching on fabric.

Caps (right) present a challenge when it comes to embroidery because of the limited amount of space available for design. With a dean's approval, a college, school, or unit name may be shortened to fit in one line beneath AUBURN in the trademark design as shown in the examples below. In this case, a font that closely resembles the trademark Galliard font may be chosen to enhance the look.

Examples of What Not to Do

Following are examples of inappropriate usage of identity elements. When there is a question, please contact OCM for assistance.

- Never hyphenate the name Auburn or Auburn University in the text of a logo or in copy.

- Never alter the wordmark or any visual elements:

AUBURN
UNIVERSITY

- Never overprint on the logo, even when screened:

HEY-DAY!

Graduation Instructions

FACILITIES DIVISION

- Never use unofficial university colors with the logo; instead, reverse it out in white for darker backgrounds, or print in black for two-color publications:

AUBURN
UNIVERSITY

- Don't place the wordmark or logo over busy backgrounds:

- Do not allow images or typography to encroach upon the required clear space around the logo (see page 10):

AUBURN *Get applications here for War Eagle Girls and Plainsmen.*
UNIVERSITY

- Do not rotate or place the logo or wordmark at an angle:

AUBURN
UNIVERSITY

- Do not use independent logos or visual identities; all units that operate wholly as part of Auburn University must use the Auburn University approved visual identity:

AUBURN UNIVERSITY
ASSOCIATION OF
AUBIE ADMIRERS

- Do not change the font of the logo, wordmark, or accompanying names of departments, units, colleges, or schools:

AUBURN
UNIVERSITY

- Do not "squeeze" or "stretch" the logo:

AUBURN
UNIVERSITY

AUBURN
UNIVERSITY

Electronic Media

Web Guidelines

The World Wide Web offers the Auburn University community rich resources for advancing teaching and research. It is an important tool for communication, learning, and scholarship. Auburn provides Web resources to departments and individuals for legitimate university business and for scholarly activity. Auburn encourages students and faculty to create Web pages and receive educational information available through the Web in keeping with its principles of academic and intellectual freedom. Auburn faculty, staff, and students must review pages regularly to keep them updated and accurate. Outdated pages are subject to removal from the university Web server.

Guidelines Applicable for All Web Pages

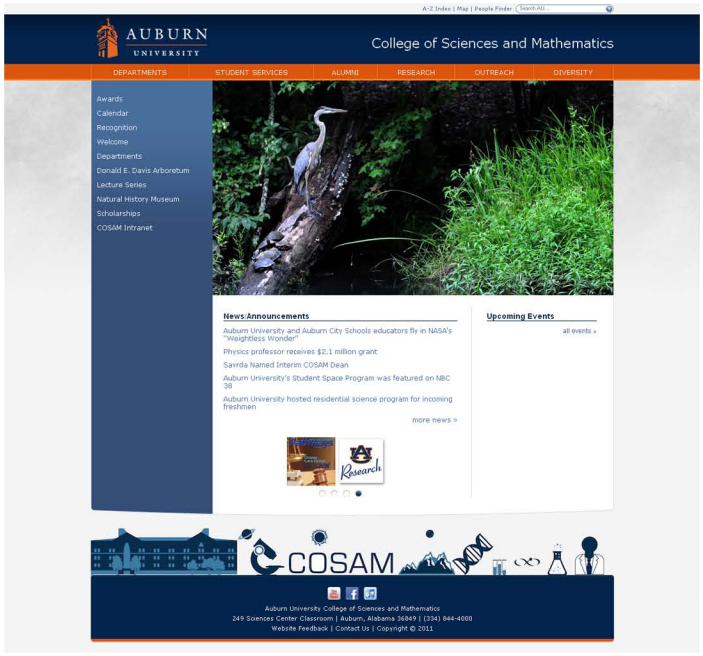
Web pages must be regarded in the same light as publications and written communication. As such, all pages will abide by the federal copyright laws and applicable laws and university policies relating to written expression. Personal Web pages are encouraged, but the content must be consistent with the Auburn Information Technology Appropriate Use Policy and other Network Policies. See these guidelines at **www.auburn.edu/oit/it_policies.php**.

Any page linked directly off the university's home page must complement the main page design and navigation, as should all major colleges and schools marketed and promoted by Auburn. OCM can assist in helping main page links comply with this requirement, and pre-existing templates are available to assist areas in compliance.

Every page must identify its author/administrator or provide a link to a departmental home page where that information is provided. In either case, an electronic mail link must be provided for correspondence and the department must take responsibility for any communication the page may generate. In addition, pages should include the date when last updated.

The university recognizes the difference between official and personal pages. Official pages represent the university and its programs. Personal pages should not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the university. Personal pages or departmental pages linking to personal pages should carry the following disclaimer: "The views and opinions expressed on this page are those of the page developers and not necessarily those of Auburn University. Any comments on the contents of this page should be directed to its administrator." All pages by students or student groups are considered personal pages.

Web pages supported by the university network may not be used for illegal or non-university commercial purposes. Use of Office of Information Technology resources for monetary gain or pecuniary purposes, including advertising, is prohibited.



Auburn reserves the right to remove network access to groups or individuals who ignore the guidelines or violate acceptable use policies as defined. Auburn also reserves the right to remove access for special problems such as pages that have become static, contain an excessive number of invalid links to other sites, or deny or degrade service to others.

Policies Applicable to Official University Web Pages

Department heads are ultimately responsible for departmental pages. Other employees, students, or outside contractors may design and/or maintain pages. Each page should include an e-mail link to the page administrator, who may be defined simply as "webmaster," and the date that the page was last modified or reviewed for accuracy.

Since browsers can link to a page without going through pages that are logically "before" or "above" it, each departmental home page should identify the department or unit and Auburn University, and provide a link to the Auburn home page, **www.auburn.edu**.

Official information that already exists on university pages (such as Bulletin information, calendars, descriptions of the university, etc.) may not be duplicated. Links to the existing information should be provided instead.

All official pages should follow the university's *Style Guide & Identification Standards Manual* for electronic information to maintain consistency in the use of punctuation, capitalization, titles, the university seal, and logo. Questions should be addressed to OCM.

Any use of the university's Web site to conduct research that collects personal information and/or identifiers must adhere to accepted protocols on informed consent and must be properly encrypted to guarantee confidentiality.

Web page design should follow the standards established by Section 508 of the Rehabilitation Act to insure accessibility for individuals with disabilities. These federal standards can be viewed at **www.section508.gov**.

Web Colors

Official university colors are orange and blue. Pages for schools, colleges, departments, units, etc., should use official colors in headers, banners or other major design elements to maintain consistency with the Auburn home page. Official colors, for Web purposes, are, for blue, PMS 289, and for orange, PMS 172. In RGB mode, for blue PMS 289 the combination is RED=4, GREEN=28, and BLUE=67. For orange PMS 172, it's RED=253, GREEN=90, and BLUE=30. Hex values are: blue: #003366 and orange: #ff6633.

No page will link directly from the main home page if it is not in compliance with color schemes, navigation and format as demonstrated by the home page. Templates are available from OCM to assist campus areas in complying with standards.

Management of Auburn University Web Pages

OCM oversees the appearance of the main university home page and the pages directly linked from the main page. OCM reserves the right to review pages that are linked to university pages to ensure consistency for the institution.

Department heads are responsible for the content of departmental pages. Departmental pages should not attempt to duplicate official information and should link readers to the correct pages for such information.

The Office of Information Technology manages the resources and technical issues regarding Web accounts, university servers, and system configuration. OIT coordinates with OCM and others to determine whether departmental pages are acceptable.

Available Web Resources

The official Auburn Web site resides at **www.auburn.edu** on Sun/UNIX servers running Apache server software. The material on the primary university Web server is freely accessible by anyone on the Internet. Secure Socket Layer (SSL) is not available on this server. PHP/my SQL is available for Web scripting and database development.

ASP/ASP.NET Windows Web Server: https://fp.auburn.edu
This server allows ASP (Active Server Page) scripts and database development with SQL. It is available to departments and employees. SSL is required.

Real Media Server:
This server is available to academic departments for the distribution of course related audio and video files and encoding live broadcasts.

Presentation Templates

Presentation templates (such as those used in PowerPoint presentations) are available for download at **www.ocm.auburn.edu/styleguide**. While not required for use, the templates do ensure consistency in public/external presentations made by Auburn representatives, and make producing presentations an easier task. The templates include a background image and fonts, with ample space for customizing text.

Video/DVD/CD Production

OCM provides broadcast services — including production of news packages, video news releases, commercials, and video presentations — for the university. OCM also consults with vendors to produce lengthy or complex video productions. There is no fee for internal production services, although projects are done on a priority and/or first-come, first-served basis.

Any video product intended for external audiences needs to be viewed by OCM to ensure proper use of the Auburn University name and marks.

Updated Web Guidelines
May 1, 2009

In September 2008 the Office of Communications and Marketing published the *Auburn University Style Guide & Identification Standards Manual*. Pages 32-33 of the guide address standards that apply to AU Web pages. The information below is meant to further clarify minimal standards that colleges, schools and departments should follow in their design and answer some of the questions OCM has received since publishing the *Style Guide*.

Logo usage
For college, school and departmental pages, the Auburn University logo should be prominently placed on the home page, preferably at the top left. There are two Auburn University logos that may be used; one is horizontal and the other vertical. The horizontal logo must be at least 186 x 84 pixels. The vertical logo must be at least 180 x 160 pixels.

Side bars
The main Auburn University template features a content area that is 770 pixels wide. At most screen resolutions, this leaves extra space on the sides. To maintain consistency throughout the site, campus Web pages should fill this area with Auburn blue (see section on Web Colors), PMS 289. Any gradient of colors should stay close to Auburn blue.

Currently, the Office of Information Technology is creating a wider template that will provide a larger content area, reducing the size of the side bars. The new template, which will be available for campus-wide use, should be available in summer 2009.

Banners
The current Web template calls for a blue screen over an image that relates to the department. For special events or occasions, or to tie in more closely to printed materials the unit has published, customized banners may be used commemorate or complement.

Fonts
The official font for banners on university pages is ITC Galliard Standard. College, school and departmental names should appear in the top banner in this font. Color should be white.

Reminder: The OCM can help campus units with the design and development of Web pages, as well as consult on compliance issues. Contact Multimedia Specialist Brock Parker (brockparker@auburn.edu) for assistance.

Printing Procedures

These procedures, and the adherence to the graphic standards outlined in this manual and online, should be followed by all Auburn University employees for the procurement of printed material designed and/or initiated by the Auburn community. Following them helps ensure good stewardship of state funds in the area of publications and print material, and timely production and delivery of the material.

All printing jobs on campus fall into one of three categories:

A. Printing
B. Stationery
C. Photocopying/duplicating

Photocopying/duplicating done on campus and stationery items ordered through our online service do not require approval by OCM. Please see the sections on the next page on purchasing these items.

Any type of print order produced off campus — regardless of job size, quantity, or monetary value — requires OCM approval.

A hardcopy or pdf file of the job intended for printing must be submitted to OCM to ensure correct use of university marks and graphic standards. Expect approval or, if needed, a request for changes to be returned within three working days or less. Following approval of graphic standards, the print job will take one of several paths outlined below, based on the type of item.

For all projects intended for an external audience, OCM requests 20 copies from vendors for our central university printing files. Occasionally, if the vendor does not send these samples, OCM may contact departments to request samples.

A) Printing

As a state agency, Auburn must follow regulations based on the estimated cost of a printing job. Jobs are categorized based on the cost estimate:

- Under $2,500
- $2,500 – $7,500
- Over $7,500

With the exception of jobs over $7,500, departments may obtain quotes on their own and in most cases must use the printer with the lowest quote. To ensure graphic standards and state requirements are met, printers can't begin work on any project without written approval from OCM.

Under $2,500

When your estimate is under $2,500:

- Send a hardcopy of the item to OCM; OR, you can email a pdf to Pam Kirby at **sanfopa@auburn.edu**.
- OCM will provide you a graphic standards approval form within three working days (assuming appropriate graphic standards are followed), which you must deliver with the job to the selected printer.

$2,500 – $7,500

- Complete a Banner requisition and submit estimates to PPS. Send the requisition number to Pam Kirby at OCM. Expect to receive an email from PPS with the P.O. number for the vendor, following receipt of a purchase requisition.
- Send a hardcopy of the item to OCM; OR, you can email a pdf to Pam Kirby at **sanfopa@auburn.edu**.
- OCM will provide you a graphic standards approval form within three working days (assuming appropriate graphic standards are followed), and will copy PPS.
- Deliver the job to the printer with the OCM approval and the P.O. number.

Over $7,500

- Complete a Banner requisition to initiate the sealed bid process required by state law for jobs costing $7,500 and above. The process for sealed bids requires approximately 10 to 20 working days, following receipt of a purchase requisition. Send the requisition number to Pam Kirby at OCM.
- Send a hardcopy of the item to OCM; OR, you can email a pdf to Pam Kirby at **sanfopa@auburn.edu**.
- OCM will provide you a graphic standards approval form within three working days (assuming appropriate graphic standards are followed), and will copy PPS.
- When you receive from PPS a notification of the vendor awarded the job, provide the vendor with the OCM approval form and the P.O. number that will accompany the notification from PPS.

B) Letterhead/Stationery/Business Cards

Based on a university-wide bid, PPS has identified an approved vendor for all stationery items. To order letterhead, stationery and business cards, visit **www.ocm.auburn.edu/stationery**. There is a standard business card allowing for 10 lines of text. Two versions of letterhead are available — one primarily for central administration and another primarily for colleges and schools. OCM can assist with questions about the stationery items, but as long as the standard forms are used, there is no need for approval prior to ordering.

C) Photocopying/Duplicating

For cost savings and efficiency, all jobs that are strictly photocopying/duplication (black-and-white or color copying) should be produced on the Auburn campus. CopyCat is available for this service. If CopyCat is not able to produce an order, they will forward the order to OCM for approval to use an outside vendor, and the job is considered a print order.

CopyCat works with OCM to review graphic standards so that an extra approval step is not necessary.

CopyCat services include:

CD/DVD printing
Jewel cases and inserts
On demand printing
Web submission of jobs
Custom publishing
Course packet printing
Copyright procurement
High speed digital black and white (up to 315 cpm)
High speed digital color (60 cpm)
Binding
Folding
Saddle-stitching
Laminating (small and oversize)
Stapling
3-hole punch
Shrink wrapping
Scoring
Perfing
Cutting
Typesetting and design
Invitations
Flyers
Newsletters (B&W/color)
Campus mailouts (staff, faculty and staff, deans, directors, dept. heads. etc.)
Variable data personalization of documents
Addressing of envelopes and pre-printed documents
Envelope stuffing
Tabbing
Poster printing
Large format poster printing (up to 60" wide)
Poster mounting (foam board, gator board)
Poster laminating
Vinyl banners
Canvas prints
Fine art prints

On-campus Mailing Lists

CopyCat can provide on-campus lists; call 844-4200. The lists include deans, department heads, and directors. They can provide the lists even if they are not doing the printing and distribution.

Contacts for Assistance

Office of Communications and Marketing

www.ocm.auburn.edu
334-844-9999
23 Samford Hall
Auburn, AL 36849

Executive Director of Communications and Marketing:
Deedie Dowdle, ddowdle@auburn.edu

Marketing and Creative Services Director:
Camille Barkley, barklnc@auburn.edu

Print Approvals: Pam Kirby, sanfopa@auburn.edu

News and Web Manager: Mike Clardy, clardch@auburn.edu

Video or electronic news, Broadcast Supervisor:
Jim Jackson, jacksjw@auburn.edu

Senior Publications Editor: Kevin Loden, lodenke@auburn.edu

Creative Services Supervisor: Al Eiland, eilanad@auburn.edu

Office of Trademark Management and Licensing

334-844-5180
6 Samford Hall
Auburn, AL 36849

Contact: Susan Smith, AUTrademarks@auburn.edu

Primary Web Resources

Online Style Guide and downloadable logos and templates:
www.ocm.auburn.edu/styleguide

Printing or graphic production:
www.ocm.auburn.edu/graphicservices
www.ocm.auburn.edu/creativeservices

Stationery resources:
www.ocm.auburn.edu/stationery

Office of Communications and Marketing resources:
www.ocm.auburn.edu

Trademark resources:
www.ocm.auburn.edu/trademarks

AUBURN

UNIVERSITY

www.auburn.edu/styleguide

Produced by the Auburn Office of Communications and Marketing, September 2008
Auburn University is an equal opportunity educational institution/employer.

10% TOTAL RECOVERED FIBER

ALL POST-CONSUMER FIBER